

## ORDER



**Orders**  
**Order / Rev:** 69313  
**Alt Order #:** /Brad  
**Product Desc:** American Future Fund  
**Estimate:** 58  
**Flight Dates:** 11/01/12 - 11/05/12  
**Original Date / Rev:** 10/31/12 / 10/31/12  
**Order Type:** GENERAL

**WHP-TV CBS21**

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency**  
**Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** American Future Fund  
**Demographic:** A35+  
**Product Codes:** Issues/Propositions  
**Priority:** P-1  
**Revenue Codes:** AGY, POL-ISS, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	26	\$47,730.00	\$40,570.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	26	\$47,730.00	\$40,570.50	0.00
<b>Totals</b>	<b>26</b>	<b>\$47,730.00</b>	<b>\$40,570.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WHP-TV CBS21	28%	\$47,730.00
Market	100%	\$170,464.29

**Competitive Share**

	Share	Total
EHP	0%	\$0.00
UNKWN	72%	\$122,734.29
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	11/01/12	11/02/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	- - - TF - -	1:00	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
Romney															
N 2	WHP	11/01/12	11/02/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	- - - TF - -	1:00	2	\$650.00	P-1	0.00	NM	2	\$1,300.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	- - - TF - -		2		\$650.00		0.00					
N 3	WHP	11/01/12	11/02/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	- - - TF - -	1:00	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	- - - TF - -		2		\$800.00		0.00					

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WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WHP	11/01/12	11/01/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	---T---	1:00	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
	Romney														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---T---					1	\$3,000.00		0.00			
N 5	WHP	11/01/12	11/02/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	---TF--	1:00	2	\$4,000.00	P-1	0.00	NM	2	\$8,000.00
	Romney														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---TF--					2	\$4,000.00		0.00			
N 6	WHP	11/01/12	11/01/12	Thu Reg 2 Thu 9p-10p	CM	9p-10p	---T---	1:00	1	\$2,250.00	P-1	0.00	NM	1	\$2,250.00
	Romney														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---T---					1	\$2,250.00		0.00			
N 7	WHP	11/01/12	11/01/12	Thu Reg 3 Thu 10p-11p	CM	10p-11p	---T---	1:00	1	\$2,200.00	P-1	0.00	NM	1	\$2,200.00
	Romney														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---T---					1	\$2,200.00		0.00			
N 8	WHP	11/01/12	11/02/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	----F--	1:00	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00
	Romney														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--					1	\$1,250.00		0.00			
N 9	WHP	11/01/12	11/03/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	1:00	1	\$950.00	P-1	0.00	NM	1	\$950.00
	Romney														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-					1	\$950.00		0.00			
N 10	WHP	11/01/12	11/03/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	1:00	1	\$500.00	P-1	0.00	NM	1	\$500.00
	Romney														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S-					1	\$500.00		0.00			
N 11	WHP	11/01/12	11/04/12	Sa-Su 6p-630p News R CBS 21 News at 6p	CM	6p-630p	-----SS	1:00	2	\$590.00	P-1	0.00	NM	2	\$1,180.00
	Romney														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----SS					2	\$590.00		0.00			
N 12	WHP	11/01/12	11/04/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	1:00	1	\$950.00	P-1	0.00	NM	1	\$950.00
	Romney														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S					1	\$950.00		0.00			
N 13	WHP	11/01/12	11/04/12	Face the Nation Face the Nation	CM	1030a-1130a	-----S	1:00	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
	Romney														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S					1	\$1,400.00		0.00			
N 14	WHP	11/01/12	11/04/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	1:00	1	\$8,500.00	P-1	0.00	NM	1	\$8,500.00
	Romney														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S					1	\$8,500.00		0.00			
N 15	WHP	11/01/12	11/04/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	1:00	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
	Romney														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S					1	\$2,400.00		0.00			
N 16	WHP	11/01/12	11/04/12		CM	9p-10p	-----S	1:00	1	\$1,850.00	P-1	0.00	NM	1	\$1,850.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sun Reg 3											
				Sun 9p-10p											
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----S		1		\$1,850.00		0.00					
N 17	WHP	11/05/12	11/05/12	M-F 5p-530p News	CM	5p-530p	M-----	1:00	1	\$650.00	P-1	0.00	NM	1	\$650.00
				CBS 21 News at 5p											
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----		1		\$650.00		0.00					
N 18	WHP	11/05/12	11/05/12	M-F 530p-6p News	CM	530p-6p	M-----	1:00	1	\$650.00	P-1	0.00	NM	1	\$650.00
				CBS 21 News at 530p											
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----		1		\$650.00		0.00					
N 19	WHP	11/05/12	11/05/12	M-F 6p-630p News	CM	6p-630p	M-----	1:00	1	\$800.00	P-1	0.00	NM	1	\$800.00
				CBS 21 News at 6p											
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----		1		\$800.00		0.00					
N 20	WHP	11/05/12	11/05/12	M-F 7p-730p	CM	7p-730p	M-----	1:00	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
				M-F 7p-730p											
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----		1		\$3,000.00		0.00					
N 21	WHP	11/05/12	11/05/12	M-F 730p-8p	CM	730p-8p	M-----	1:00	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
				M-F 730p-8p											
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----		1		\$4,000.00		0.00					
													Totals	26	\$47,730.00